

Total Commercial Solution

Tailored Outsourcing Eases U.S. Launch for ProStrakan

Challenge

To successfully introduce its new product to the U.S. market, Scottish pharmaceutical company ProStrakan needed financial and logistical support on the ground.

Solution

From training to capital investment, Quintiles based a tailored commercialization solution on an integrated relationship and flexible risk-sharing partnership.

Results

ProStrakan gained effective advocacy of both the product and the brand reputation over time and across all clinical communities.

It's a turnkey solution that delivered benefits above and beyond the standard "fee for service" model.

Innovative Integration

This study looks at ProStrakan and how this European company with no history or presence in the U.S. prepared for the U.S. launch of its new product.

Faced with the usual options, it examines how, instead, ProStrakan opted for an entirely new outsourcing model. In the rapidly morphing landscape of *the New Health*, Quintiles' agile approach could become the blueprint for future deals.

Cash Upfront with Ongoing Control

When Scottish pharmaceutical company ProStrakan looked to enter the U.S. market with new product Sancuso – an inhibitor of chemo-induced nausea and vomiting – it faced challenges and choices.

With no presence on the ground and in need of a sizeable cash injection for launch, ProStrakan decided against taking the easy option to partner with another pharma brand. Instead, the company approached Quintiles looking for a far more innovative solution.

The outcome was a comprehensive but tailored commercialization solution that mitigated risk while maximizing control. A turnkey solution that delivered benefits above and beyond the standard "fee for service" model, taking outsourced partnership to new levels of integration and reach.

Central to the project's success was a close identification on the part of Quintiles with the client culture. Little wonder that performance surveys returned consistently high ratings across all areas, from people and training to deliverables and reporting.

Effective Advocacy

In bringing Sancuso successfully to market in the U.S., ProStrakan was able to call on a \$50 million Quintiles investment in a fully funded sales effort and a further \$10 million of marketing spend.

In a sector "first," the 67-strong sales force, put together by Quintiles, teamed field reps with MSL personnel from the outset. Besides managing recruitment for clinical trials, oncology nurses worked with key opinion formers to prepare the ground for Sancuso up to six months before launch. The result? Effective advocacy of both the product and the client's brand reputation over time and across all clinical communities.

Within a far-reaching program of Quintiles support, ProStrakan benefited from:

- > compliance training, including guidance on phase four studies
- > pharmacovigilance, taking in monitoring and management of side effects
- > market research, including competitor analysis and target tracking
- > medical communications, plus IT and regulatory support

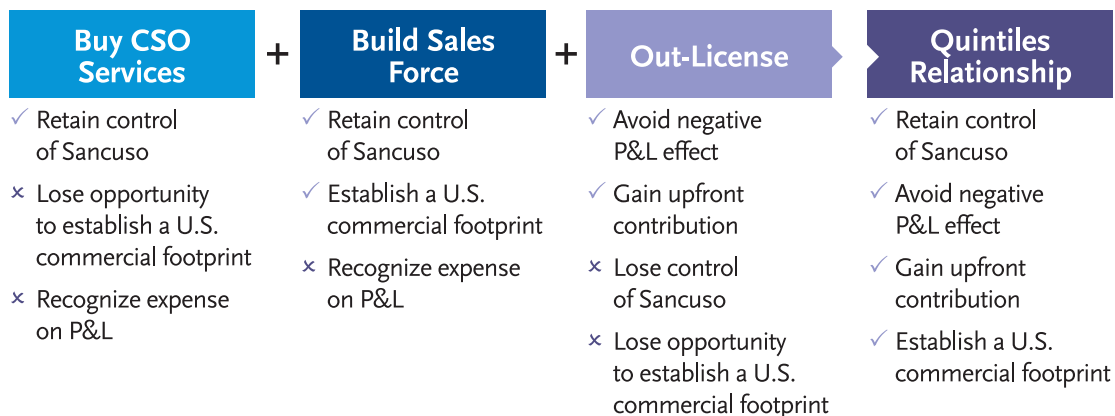
Integrated and Flexible

ProStrakan's risk-sharing partnership with Quintiles is a multi-year royalties deal, with the royalties extending for several additional years after term. At the close of the initial multi-year Sancuso cycle, ProStrakan had the option to hire some or all of the Quintiles team members.

Having secured a crucial upfront investment that eased its P&L position at launch, ProStrakan operated as an independent with ongoing Quintiles support in key areas, including market analysis, pricing and reimbursement, and managed healthcare.

Integrated yet flexible, the relationship is able to grow as further new products come on stream. For ProStrakan, it means best value access to a uniquely broad expertise in line with its strategic goal of making the U.S. the driver of its global business.

Quintiles Relationship In Context of Client's Corporate Objectives



Contact Us:
 On the web: www.quintiles.com
 Email: commercial@quintiles.com

